

RECEIVED

BEFORE THE BOARD OF COUNTY COMMISSIONERS  
OF LANCASTER COUNTY, NEBRASKA

MAY 25 2012

LANCASTER COUNTY  
CLERK

IN THE MATTER OF AUTHORIZING USE)  
OF COUNTY VISITORS IMPROVEMENT )  
FUND FOR VISITOR PROMOTION )

RESOLUTION NO. R-12-0044

WHEREAS, the Lancaster County Board of Commissioners established the Visitors Improvement Fund pursuant to the authority granted under Neb.Rev.Stat. §81-1255 (Reissue 2008); and

WHEREAS, the proceeds of the Visitors Improvement Fund shall be generally used to improve visitor attractions and facilities in the County; and

WHEREAS, if the Visitors Promotion Committee (VPC) determines the visitor attractions in the County are adequate and do not require improvement, the proceeds of the County Visitors Improvement Fund may be used to promote, encourage, and attract visitors to the County to use the County's travel and tourism facilities; and

WHEREAS, the VPC met May 14, 2012 and determined the visitor attractions in the County are adequate and do not require improvement (See Attachment A); and

WHEREAS, the VPC has made a recommendation to the Lancaster County Board of Commissioners to pay to the Lincoln Chamber of Commerce Convention and Visitors Bureau (CVB) 25% of the 2% hotel tax paid to the Visitors Improvement Fund from July 2011 through December 2011 for the specific purpose of paying promotion fees for the events listed in Attachment A, totaling \$92,903.74.

NOW, THEREFORE, BE IT RESOLVED, by the Lancaster County Board of Commissioners, the sum of \$92,903.74, which represents 25% of the 2% hotel tax paid to

the County Visitors Improvement Fund from July 2011 through December 2011, shall be paid to the CVB for the specific purpose of paying promotion fees to attract new events and secure existing events which bring visitors to Lancaster County to use the travel and tourism facilities within the County, in accordance with Attachment A.

DATED this 29th day of May, 2012.

BY THE BOARD OF COUNTY COMMISSIONERS  
LANCASTER COUNTY, NEBRASKA

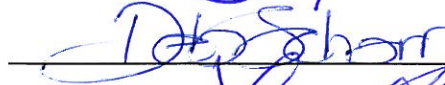
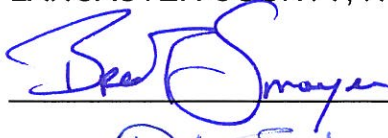
APPROVED AS TO FORM THIS

29 day of May, 2012.



JOE KELLY

County Attorney



Heier Absent

Raybould Absent



May 23, 2012

TO: Lancaster County Commissioners

FR: Jeff Maul, Executive Director  
Lincoln Convention and Visitors Bureau

RE: Additional ½% Lodging Tax request

Formal Action was taken by the VPC on May 14, 2012, in which they deemed the facilities as adequate. The following represents the VPC recommendation (5-14-12) that the funds for July – December 2011 be released to the CVB.

½% CVB Bid Fee Lodging Tax Request, per VPC minutes

½%CVB/Bid Fee Lodging Tax Request -Maul said this is improvement fund dollars for promotion of events. There are bid fees in order to promote events. He said the CVB goes after groups and allocated the dollars needed and then requests it through the VPC, with formal approval of the Lancaster County Board. This year's request is \$92,903.74 is for July 2011 – December 2011. Hilton asked if there are any questions on the CVB request for funds. Lattimer said there's lots of diversity in the funds requested. Hilton asked for a motion to approve the facilities adequate and allow improvement fund dollars for promotion as presented which was done by Snover and seconded by Lattimer. Motion carried.

The VPC has made a determination that the facilities in Lincoln are adequate in order to request these lodging tax funds. In order for us to continue our bid process in attracting new events and securing existing relationships with organizers, we ask that the approved funds be released to the CVB. We have past and existing fees that will need to be paid.

Bid Fee's are traditionally paid post event, but some require money, per contracts, prior to their event.

NEW request for ½% lodging tax (July 2011- December 2011 collection)

- a. Cornhusker State Games
- b. Hobbytown USA
- c. Nebraska Coaches Association
- d. Christian Congregation Jehovah Witnesses
- e. Nebraska Healthcare Association
- f. Professional Assn. of Appraisers
- g. Nebraska Music Educators Association
- h. Nebraska Association of County Officials
- i. Sports Car Club of America
- j. Women's Professional Rodeo Association
- k. Hot Rod Super Nationals
- l. Lancaster Youth Softball Association
- m. NSAA Football

Total Request: \$92,903.74